

Longman & Martinez Paint Makers (L184 / D+)

Bob Szymanski (LM0145)

In the series of advertising postcards with perfins, another frequently found card is that of the Longman & Martinez Paint Makers. I searched the internet for more information on this company but was only able to discover that they were in business in the early 1890's and at least through the mid 1930's. These dates were discovered only through other philatelic advertising covers and some non-philatelic advertising materials.

Maybe Carter White Lead Paint was so successful, or thought that Longman & Martinez was, that both companies made liberal use of these beautiful post cards with their respective perfins. You will note

that all views are of New York, New York - the location of this company. But, unlike Carter White Lead Paint, not one mention is made that any of these buildings used Longman & Martinez's paints. Note that on the April 28, 1910 card there is a typewritten note (in red) that "...this card is not good if used by anyone else!..." I've never seen that kind of advertising slogan before! You would think that they would want anyone to use their product, wouldn't you!

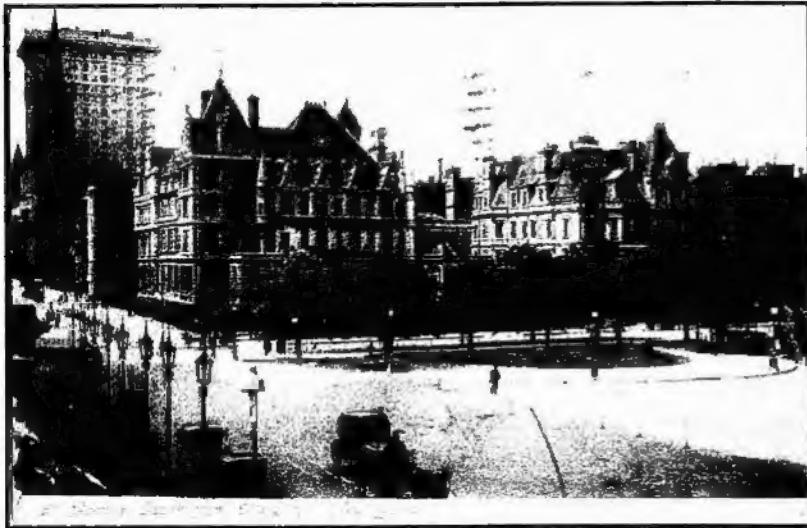
Most notably these views turn back the clock nearly 100 years! It has been a long time since St. Patrick's Cathedral was the largest building in its area!

The cards shown are as follows:

Date	Scott#	View
03-11-09	331	5th Ave. @ 59th St
03-29-09	331	Park Row with Post Office
04-03-09	331	Broadway with City Hall
08-09-09	331	Union Square (2 copies)
10-09-09	331	St. Patrick's Cathedral
04-23-10	331	US Customs House
04-28-10	331	Gillender Building
11-12-20	525	Equitable Building

I would certainly appreciate hearing from anyone with other copies of this L&M perf in on postcards.

Maybe others will help fill in the 10-year gap between the first seven and the last card!



PRINTED & PUBLISHED BY THE AMERICAN NEWS COMPANY, NEW YORK, U.S.A.

Dear Sir:—We write to 100,000 property-owners every year, many in your place. They will give you preference if you use the L. & M. Paint, because we tell them facts. Costs only \$1.20 per gallon when you prepare it for use.
Longman & Martinez,
Paint Makers — New York.
100-229-000
J.S. Brown-Agt.—Porkasie

184

POST CARD

NEW YORK
MAR 29
8 PM
1909

8



T. John Hartman,
Porkasie, Pa.

PRINTED & PUBLISHED BY THE AMERICAN NEWS COMPANY, NEW YORK, U.S.A.

POST CARD

NEW YORK
MAR 29
8 PM
1909

2



Mr. T. W. Gardner,
Hosick Falls,

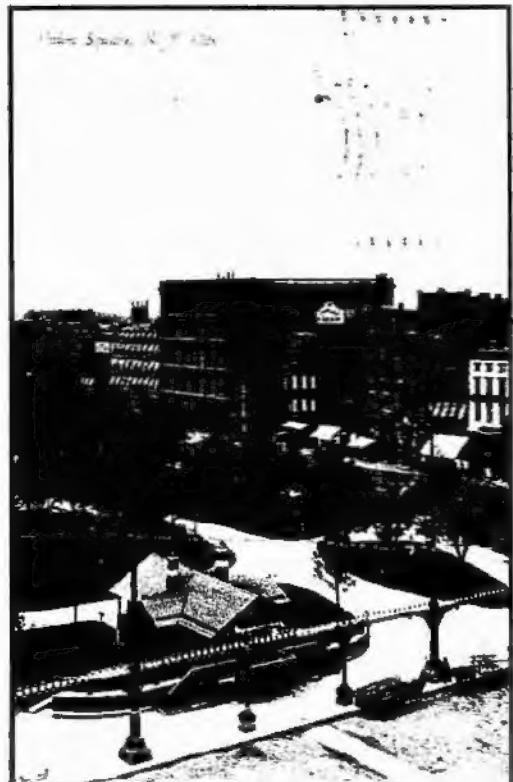
Dear Sir:—
4 Gallons L. & M.
and 3 gallons Oil make
7 gallons superb paint
at \$1.23 per gallon.

Results guaranteed.

Yours truly,

Door-Parker Hardware Co.,
Hosick Falls, N. Y.

R. F. D. #3.

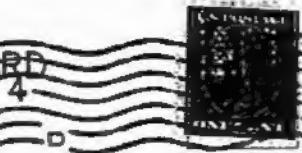


No. 87540 Published by The American News Company, New York, April 1909.



INC 31
APR 3
4 PM
1909

CARD



Dear Sir:—

4 Gallons L. & M.
and 3 gallons Oil make
7 gallons superb paint
at \$1.25 per gallon.

Results guaranteed.

Yours truly,

O. F. Walker,
Canaan, N. Y.

Mr. Geo. Steinwald,

Canaan,

7007



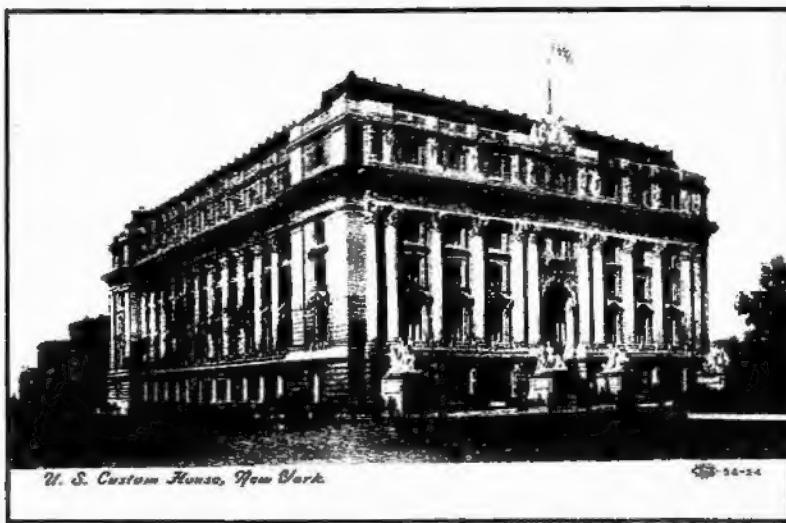
will cover a black surface
Therefore when you influence
a house-owner to use
it, you get his future
painting work, because its
cost is only about \$1.25
per gallon, and it wears
like gold.
Longman & Martinez,
Paint Makers - New York.

INC 31
APR 3
4 PM
1909



Mr. H. C. Smith

Burlington
Vt.



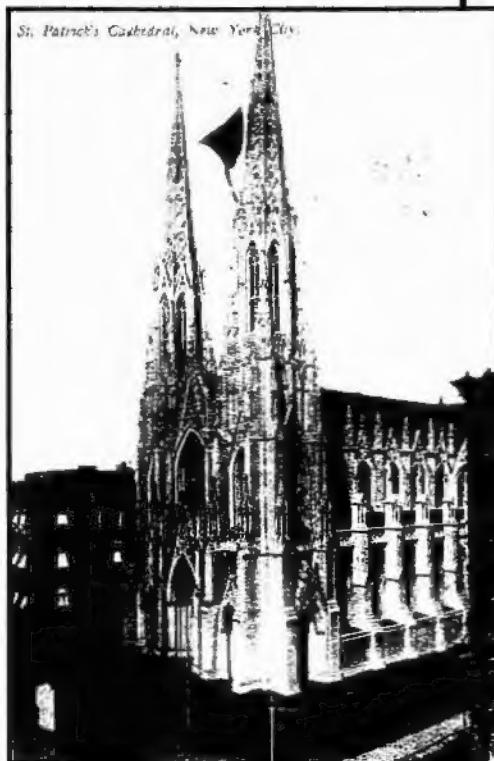
U. S. Custom House, New York.

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It comes &
penetrates crevices left bare
by worn out painted surfaces. A
coat of L. & M. durable paint pre-
vents damage by winter weather,
& saves future painters, car-
penters, & masons' work, caused
by water penetrating & damaging
the walls. A gallon of L. & M.
costs about \$1.25, & saves hun-
dreds. If you only need a gallon,
anybody can apply it.
Longman & Martinez, M'f'res
Sold by Harry D. Cornell,
Hillsdale, N. Y.

Hillside

三〇四



St. Patrick's Cathedral, New York City

191

ST GARD

ear Sirs & Present a coat for Lin this side for Address.
eed Oil only adds two or three
ollars to cost for painting
our house now when L. & M. Paint
is used. It won't be less for a Mr. Adam Hahn
ear. Besides L. & M. only costs
about \$1.35 per gallon when
eady-for-use. It stands scrub-
ing. Wears for many years. Use
& M. Home Finisher in small
ans. Make old furniture,
agons, everything about a
house new.

January 1946, Part

P. A. & S. SMALL CO., YORK, PA.
Wholesale Distributors.



THIS CARD IS NO GOOD IF USED BY ANYONE ELSE!



Dear Sir: - During May, before June 1st, this card endorsed by you, will entitle you, and positively no one else, to an allowance of 25 cents, on one single gallon of L. & M. Paint that you purchase with view of painting your house. Only an allowance on one single gallon will be made by any dealer who furnishes the L. & M. Paint, and sends your name, with this card and quantity purchased, to us. P. A. & S. SMALL CO., YORK, PA. Wholesale Distributors.

Mr. Ch. Flinchbaugh,

Springvale, Pa.

To



The New Equitable Building
Built on the site of the old Equitable Building which was destroyed by fire on January 2, 1908, and
is a 38 story office building, 540 feet
above the street level. It occupies
an entire square block. The brick work
alone cost \$1,000,000 and the
entire cost \$14,000,000.



Dear Sir:

We expect that before this you
would have ordered at least 100
gals. of L. & M. Semi-paste Paint
from your Dealer, and earned that
five per cent commission.

You will then stick to the L. & M.
because it backs your reputation—
profitably to your customers.

Let us hear from you.

Yours truly,

LONGMAN & MARTINEZ
PAINT MAKERS, NEW YORK



Success Postal Card Co., Publishers, New York, No. 1002.